

KOLO-TV EEO PUBLIC FILE REPORT

06/01/2011 – 05/31/2012

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Position	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Multi-Media Journalist (4)	1,9,29,30,34,10,7,25,5,16	9, 29, 9, 16
Technical Operator (2)	1,29,25,36,10,13,7,34,4,14	29, 29
Experienced Sales Account Executive	29,1,30,20,22,13,10,25,4	29
Assignment Manager	9,1,29	29
General Sales Manager	1,9,7,10,13,14,21,24,28,4,30	30
Producer (2)	1,9,10,13	29,29
Web Producer/Editor	22,1,9,13,10	29
Video Editor (2)	13,22,1,10,9,20,4,34,26,7	29,1
Weekend Sports Anchor/Reporter	9,1,30	30
News Director	10, 5, 1, 13, 34, 26, 4, 7, 9,23	23
Weekend Video Editor	29,1,34,7,25,5,4	29

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	KOLOTV.COM 4850 Ampere Drive Reno NV 89502 775-858-8888 Sami.davies@kolotv.com	N	7
2	Renohelpwanted.com 1 Civic Center Plaza #506 Poughkeepsie, NY 12601 1-800-365-8630 Pay Site	N	
3	Reno Gazette-Journal 955 Kuenzli Street Reno NV 89512 775-348-7355 Lori - Imacaula@rgj.com Pay Site	N	
4	TMCC –Job Preparation Center 7000 Dandini Blvd , RDMT 111E Reno NV 89512 775-673-7063 Job Board Fax 775-673-7268	N	
5	MediaLine PO Box 51909 Pacific Grove, CA 93950 800-237-8073 www.medialine.com Market Size: 108	N	
6	NAB.org 1771 N. Street N.W. Washington, DC 20036 202-429-5498 www.broadcastcareerlink.org Pay Site	N	
7	Nevadabroadcasters.org 1050 Flamingo Road # S-110 Las Vegas, NV 89119 702-794-4994 earlene@nevadabroadcasters.org	N	1

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8	Career Choices 6880 S. McCarran Blvd, #7 Reno NV 89509 775-826-2555 lisa@career-choices.com	N	
9	Tvjobs.com PO Box 4116 Oceanside, CA 92052 800-374-0119 www.tvjobs.com	N	9
10	Gray Television 1114 Grand Avenue Wausau, WI 54403 715-845-4211 Jane Ploeger jploeger@wsaw.com	N	
11	Regional Technical Institute (RTI) 380 Edison Way Reno NV 89502 775-861-4418 FAX: 775-861-4415	N	
12	WorkReno.com (taken to renojobing.com) 775-786-7171	N	
13	ProNet 1201 Terminal Way, #100 Reno, NV 89502 775-674-5408 FAX: 775-674-5414 pronet@join.org	N	
14	Society of Broadcast Engineers 9102 N. Meridian Street #150 Indianapolis, IN 46260 317-846-9000 FAX: 765-846-9120 Scott Jones-- kjones@sbe.org	N	
15	Jobs4broadcast.com Internet posting site	N	
16	KOLO TV Employee Self Referral	N	1
17	AWRT-American Women in Radio & Television also Alliance for Women in Media 1760 Old Meadow Road, #500 McLean, VA 22102 703-506-3290	N	

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	www.awrt.org Pay Site		
18	Advertising Association of Northern NV 299 S. Arlington Avenue Reno NV 89502 775-827-7311 Kerri Garcia www.aafreno.com Pay Site	N	
19	Nevada Job Connect 4001 S. Virginia, Reno, NV 89502 775-284-9600 FAX: 775-284-9663 www.nevadajobconnect.com	N	
20	KOLO Walk-In	N	2
21	602 Communications (Marketing Ideanet Newsletter) Sandy Lizik-- slizik@602communications.com 4349 E. Colter St, Phoenix, AZ 85018 602-954-8373	N	
22	Nevada Hispanic Services, Inc. 3905 Neil Road, #2 Reno, NV 89502 775-826-1818 FAX: 775-826-1819 areyes@nhsreno.org	N	
23	Tvspy.com/Vault (taken to mediabistro.com) 5th Floor, 150 W 22 nd St New York, New York 10011 Pay Site	N	1
24	Broadcast Image Group 7744 Broadway, #100 San Antonio, TX 78209 info@broadcastimagegroup.com Pay Site 210-828-6664/210-828-6225 FAX	N	
25	UNR Career Navigator 1664 N. Virginia Street Reno NV 89557 www.unr.edu/cn	N	
26	Morrison University Reno Tahoe Tech Center 10315 Professional Circle #201 Reno NV 89521	N	

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	Donna Tillman dtillman@morrison.anthemn.edu 775-335-3925		
27	Washoe County Senior Center (AARP) 1155 E. Ninth Street Reno NV 89512 775-328-2575 No Job Board	N	
28	CA Chicano News Media Association USC Annenberg School of Journalism ccnmainfo@ccnma.org FAX: 213-437-4423	N	
29	KOLO TV Employee Referral	N	13
30	NON Employee Referral	N	12
31	National Association of Hispanic Journalists 1000 National Press Blvd Washington DC 20047 202-662-7145 www.nahj.org Pay Site	N	
32	National Association of Black Journalists University of Maryland 8701-A Adelphi Road Adelphi, MD 20783 866-479-NABJ www.nabj.org Pay Site	N	
33	RTNDA 1600 "K" Street N.W. # 700 Washington DC 20006 202-659-6510 www.rtna.org Pay Site	N	
34	Northern Nevada Jobs.com 1802 N. Carson St. #206, Carson City, NV 89701 Ellen@NorthernNevadaJobs.com	N	1
35	Poynter Institute for Journalism www.careers.poynter.org/hr Pay Site	N	
36	Nevada Works 775-328-6192 FAX www.nevadaworks.com	N	
37	KOLO Newscast-Job of the Day segment	N	1

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TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			48

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Programs	<p>KOLO-TV maintains an on-going Internship Program with University of Nevada Reno for students who are interested in a broadcasting career. These internships are offered for the term of one semester and afford students studying communications the opportunity to achieve practical experience in the field. During the reporting period, the station had four interns, as follows:</p> <p>During the Summer of 2011 (May-Aug), the station had 3 Interns. These Interns worked in the Production/News Departments, working with Producers, Directors, Audio and Camera Operators.</p> <p>During the Fall of 2011 (Sep-Dec), the station had 1 Intern. This Intern worked in the Production/News Departments, working with Producers, Directors, Audio and Camera Operators.</p>
2	Participate in events sponsored by educational organizations.	<p>November 16, 2011--KOLO participated in the 9th Annual Ohio Center for Broadcasting Job Fair. The former News Director, Dave Beech, conducted interviews over a period of four hours with recent graduates via Skype.</p>
3	Participate in a station tour.	<p>February 17, 2012--Frank Leto, Creative Services Manager, gave the "Advanced Television Production" Class from Damonte Ranch High School a tour of the KOLO facilities. Frank spoke about production, the TV business in general and career opportunities available to those individuals interested in the broadcast field.</p>

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4	Participate in events sponsored by educational organizations.	March 9, 2012 --Career Fair held at Mendive Middle School. Reporter Samantha Boatman and Photographer Ray Kinney represented KOLO. They spoke to students about the cameras, how news is gathered and put on TV, the pros and cons of Journalism careers, and gave tips about how one can pursue a career in News.
5	Participate in events sponsored by educational organizations.	March 29, 2012 --"Junior Class Interview Day" at Reno High School. Anchor Pat Hambright participated in four mock interviews, evaluated each student, and then gave verbal feedback over a four hour span.
6	Participate in events sponsored by educational organizations.	March 29, 2012 --Career Fair held at Vaughn Middle School. Reporter Samantha Boatman spoke to four different classes for 40 minutes each about journalist job requirements, schedules, stories, her background and education. She and a photographer also did a live shot from the school for the Midday newscast.
7	Participate in events sponsored by educational organizations.	April 4, 2012 --Anchor Ky Plaskon represented KOLO at Morrison University's Career Fair for graduates and current students from 3:30-5:30 pm. Ky spoke to people interested in station careers and collected resumes for distribution to appropriate department heads.

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Participate in events sponsored by educational organizations.	April 28, 2012 --"Kids on Big Rigs"—Fundraiser for High Desert Montessori School where children could come explore, touch and learn about different Big Rigs. Reporter Samantha Boatman spoke to kids about a reporter's job, as well as helped kids hold the microphone so they could pretend to be on TV.
Participate in a station tour.	April 30, 2012 --KOLO welcomed 15 8th grade students from the Yearbook Class at Our Lady of the Snows School here to see the Midday show and tour the studio. Anchor Kendra Kostelecky gave them a tour of the booth, where they viewed employees directing and producing the Midday newscast. Assignment Manager, Pat Thomas, explained what stories we were currently working on, and Photographer Ray set up the microwave truck and explained how we used them around town and convert to TVU.
Participate in events sponsored by educational organizations.	May 18, 2012 --Career Fair at Clayton Middle School. Reporter Samantha Boatman sat at a table with the KOLO 8 banner, speaking to students about a reporter's day on the job and how to use a News Department camera.
Participate in events sponsored by educational organizations.	May 18, 2012 --Anchor Pat Hambright spoke with students at Sierra Vista Elementary School about the KOLO mobile newsroom technology and had them do a stand up close that was aired during the 5 o'clock newscast.